



EDUCATION and OUTREACH

We envision a knowledgeable Missoula community that is informed on the issue of climate change, understands the community's goal to be carbon neutral, and is aware of the various community networks that are addressing climate-related issues.

Our community will build synergies among those motivated to take climate action, facilitate cross-sector collaboration, creating targeted education and policy changes.

Snapshot: Climate change is a complex problem that brings with it both challenges and opportunities. Effectively reducing greenhouse gas emissions will require sustained education and engagement across multiple sectors in the Missoula-area community. Working with partners and friends across the Missoula community, we hope to incorporate interactive, dynamic, and exciting education programs in each of Climate Smart Missoula's focal areas – aka our “buckets”. Given the overlap of this bucket, we've set up this strategy document a bit differently from the others. We aim these to fit the Missoula culture - creative, hopeful, bold and smart.

REACHING OUT AND EDUCATING FOR AN INFORMED AND ACTIVE MISSOULA

WHAT: Build on the interests, passions, and motivations of those in our community already committed to climate action:

- Learn about different sectors, initiatives, and leaders in our community working on initiatives related to climate change mitigation and political action.
- Identify existing mechanisms for cross-sector collaboration.
- Encourage cross-sector collaboration (government, business, agency, tribes, non-profit organizations) between entities working on climate change mitigation and adaptation/resiliency.
- Activate specific sectors of the community to address needed policy changes.

WHO: Target specific sectors for education about climate change mitigation and adaptation

- Target specific neighborhoods. Engage with property managers and renters or neighborhood associations to develop education and assistance programs for energy efficiency, renewable energy, and water conservation.
- Consider developing community “Extension Agents”.
- Engage with tourism industry (e.g., encourage tourism into burned areas, such as bird watching and mushroom picking).
- Engage with health care sector (e.g., to limit public's exposure to smoke health hazard).
- Engage with Confederated Salish & Kootenai Tribes, including linking their climate change curriculum to Missoula Community Public Schools.

HOW: Educate and activate the community through on-line forums and community dialogue processes

- Create an active online presence and community to showcase successes and progress made and educate about initiatives and opportunities.
- Set up a community dialogue process to catalyze and support ongoing efforts.
- Convene bi-monthly gatherings to talk about one specific climate change topic related to climate change.
- Create a visual/brand/symbol to identify those committed to climate action – possibly “delta degree” (Climate Smart Logo).



- Conduct climate scenario planning, including a discussion of “climate refuges” and how we can prepare for new community members
- Display a carbon thermometer
- Through ART – engage with artistic community.

WHEN: every week, every month, every year (though we do need to take a break and recharge).

A CLIMATE SMART WAY FORWARD

Clearly, education and outreach fit just about everywhere as a community works toward carbon neutrality and climate resiliency. In creative and positive ways, we hope to:

Showcase

- Define Missoula as a leader in climate change action.
- Integrate sustainability and energy conservation into our community’s culture.
- Recognize different values and define the positive opportunities for our community.
- Attract funding for projects.

Be the Connector and Networker

- Find synergies across sectors and encourage collaboration.
- Engage with non-traditional allies, low income, and vulnerable populations.
- Keep network knowledgeable of projects, initiatives, and policies.
- Create a grassroots political movement through community organizing.

Within each of our other 11 Buckets we have identified specific strategies for “Education and Outreach”. This bucket intersects them all.

Potential Partners are too many to list and include the partners listed within every other bucket!



Developing education and outreach strategies during Summit #2